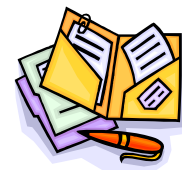


From the President

Dianne Welsh

Greetings! We have lost another hero of entrepreneurship in the passing of Justin Longnecker, who we honored last January with the Max S. Wortman Lifetime Achievement Award. The fitting tribute was attended by Justin’s daughter and grandchildren, among others. With the loss of Max Wortman and Justin Longnecker this year, it brings me to consider the importance of our own personal mentors and those that we are mentoring. Are we developing leaders in USASBE? What can each of us do to insure that our organization and our discipline have the leaders to ignite the future?

An unsung heroine of USASBE is our Executive Director for the past 16 years, Joan Gillman. Joan announced at our mid-year board meeting in June on her 60th birthday that she was resigning on April 15, 2006, to go on to the next phase in her career. We wish Joan well in her future endeavors. Your board voted to bestow free lifetime conference registration to Joan and the title, Executive Director Emeritus. Joan promises to continue to be an active part of USASBE as a Fellow and member.



Since this is my last column as your President, I would like to take this opportunity to discuss the state of USASBE, where we have been and where we are going. USASBE is your organization. It is in the process of transitioning to the next level, to be as our vision states, “the premier entrepreneurship education organization.” During its July 2004 strategic planning retreat, the Executive Officer team reemphasized and defined our focus as “USASBE is education, entrepreneurship education pedagogy, cutting edge research on pedagogy and best practice, and service to the field.” In reviewing the organization’s history, it is obvious that USASBE has undergone a significant transformation between 1996 and 2005. The organization has gone:

	From 1996	To 2005
Membership	350	950
Conference attendance	100	594
Divisions	5	10
Board of Directors	18	25

Much of our growth is a direct result of the Coleman Foundation’s Scholarship Program. To date, 1159 individuals have become the newly empowered in the field of entrepreneurship because of this program. Over 45% remain active USASBE members, a retention rate that few organizations can boast of.

Over the past 9 years, we have grown 271%. While this is a phenomenal increase, it is also challenging us as an organization. This is the situation most organizations dream of being in. It is a topic we teach. Yet the challenge remains, how do we grow and become even more entrepreneurial to meet the challenges in our field? In January, I directly addressed this integral question by appointing three Presidential Task Forces with the charge of presenting recommendations to the full USASBE Board at the 2006 Conference in Tucson. The task forces are:

1. Structure Task Force-charged with presenting a strategic plan and structure for the board and the overall organization that addresses are growth, governance, and effectiveness. Members: Dot Moore (Co-Chair), Dale Meyer (Co-Chair), Frank Hoy.
2. Excellence Task Force-charged with addressing the issue of quality improvement in submissions and relationships with the journals. Members: Kelly Shaver (Chair), Betsy Gatewood, Tim Stearns, Bob Strom, Jeff Hornsby, Chandra Mishra (Editor, *Journal of Small Business Management*), Barbara J. Bird (Editor, *Entrepreneurship Theory & Practice*), Fred Fry (Editor, *Journal of Small Business Strategy*), Peter Koveos (Editor, *Journal of Developmental Entrepreneurship*), Dianne Welsh and Joan Gillman, (ex-officio).
3. Product and Services Task Force-charged with recommending the strategic direction the organization should take and possible products and services that could be offered for fees. The intention here is to become less reliant on our sponsors and benefactors. Approximately 47% of our revenues are derived from a single sponsor. Members: Tony Mendes (Chair) Maryellen Kelly, Gary Palin, Frank Hoy, Shawn Carrraher, Jeff Alves, Dianne Welsh and Joan Gillman (ex-officio).

While your leaders have not always agreed on its future direction, I can say that most have worked hard and have sincere intentions to make USASBE a better organization. The 2006 President, Howard Van Auken, and the Board, will need the support of each and every one of you to be successful. We are a member driven organization. Look for opportunities to create leadership in yourself, your division and others. Together, we will be able to achieve our vision, “to be the premier entrepreneurship education organization.”

USASBE/SBI 2006 Conference



The United States Association for Small Business and Entrepreneurship (USASBE) and the Small Business Institute (SBI) will hold the **USASBE/SBI 2006 Joint Conference in Tucson, Arizona, January 12-15**. An initial draft of the conference program will be posted to the conference website no later than November 1. Complete information on the conference may be found at <http://www.usasbesbi2006.org/confinfo.htm>. If you have questions or need additional information, please contact GERALYN FRANKLIN, General Program Chair, at franklin_g@utpb.edu.

Top 10 Reasons Why YOU Should Attend the USASBE/SBI 2006 Joint Conference

Tucson, Arizona • January 12-15, 2006

USASBE SBI

#10 In Tucson, city slickers mingle with cowboys.

Mt. Lemmon is the southernmost ski area in the continental United States, and it is the only peak named for the first woman who climbed it.

#6 Given the versatility of USASBE/SBI members, someone is sure to be able to teach you the latest country-and-western dance steps.

Tucson is consistently rated as one of the best golfing destinations in the west.

#2 You can send your cholesterol skyrocketing with the native Southwestern cuisine.

#9 You will be participating in the nation's premier conference for entrepreneurship educators.

#7 You can get an aerobic workout taking in the beautiful scenery including mountains and saguaro cacti (found only in the Sonoran Desert) while walking around the JW Marriott Starr Pass Resort & Spa.

#5 You can walk in John Wayne's steps at Old Tucson Studios and tell your colleagues at home you visited "Hollywood in the Desert."

#3 You'll hear about "The Changing Entrepreneurial Landscape" from academic and practitioner experts.

#1 You'll get at least 10 great ideas to improve your teaching, research, and/or outreach while reinvigorating your own creative processes!

Pre-Conferences at USASBE/SBI 2006

Harvard Business School Publishing is pleased to host a preconference seminar on "*Teaching Entrepreneurship with Cases*" to be held on Thursday, January 12 from 12-5 p.m. at the JW Marriott Starr Pass Resort & Spa in Tucson, Arizona prior to USASBE/SBI 2006.

Facilitated by **Professor Michael Roberts**, Executive Director of the Rock Center for Entrepreneurship at Harvard Business School and also Executive Director of Case Development at HBS, the seminar will cover topics including: design of entrepreneurship curriculum at the course and module level; timing and sequence of cases; preparing a case for teaching; managing classroom dynamics; managing questioning and transitions; and exams and grading. The seminar will feature the opportunity to discuss the preparation and actual teaching of one case in detail.

The registration fee is \$150 - To register, please email Harvard Business School Publishing at cmtsmktg@hbsp.harvard.edu. Include your university contact details, as well as a VISA, MasterCard, or AMEX number and expiration date. **The registration deadline is December 9, 2005.**

Please note that space is limited. However, HBS reserves the right to cancel this program if fewer than 35 individuals register to attend. This program is open to teaching faculty members at degree-granting colleges and universities.

Geralyn Franklin 2006 Program Chair
United States Association for Small Business and Entrepreneurship

You have the opportunity to participate in one or two of the following preconference events:

Preconference #1

Writing Entrepreneurship Cases 8:00 - 12:00

Preconference #2

Invention 2 Venture 8:30 - 5:00 Fee of \$60 but scholarships available Register from the Conference information page: <http://www.usasbesbi2006.org/confinfo.htm> Under

Preconference Information

Preconference #3

Use of Life Sciences Entrepreneurship Education to Build a Sustainable Competitive Advantage in an International Knowledge-Based Economy 9:00 - 12:00

Preconference #4

Connecting Community Colleges with Four-Year Institutions 9:00 - 1:00

Preconference #5

Teaching Entrepreneurship with Cases 12:00 - 5:00 Registration fee of \$150 To Register E-mail cmtsmktg@hbsp.harvard.edu. Include your university contact details, as well as a VISA, MasterCard, or AMEX number and expiration date. REGISTRATION DEADLINE: DECEMBER 9, 2005.

Preconference #6

Starting and Maintaining a Small Business Consulting Program at Your College or University 1:00 - 5:00

Preconference #7

Starting and Advising Entrepreneurial Student Organizations, Student-Centered Entrepreneurship Organizations and Campus Student Activities 1:00 - 5:00

You can select one or two preconferences to attend. To register for Preconferences #1, 3, 4, 6 or 7 check the appropriate box on the conference registration form.

To register for Preconference #2 or #5 follow directions in their description above.

If you have already registered please send an e-mail to USASBE@bus.wisc.edu use "Preconference registration" in the subject line and list the preconference(s) you prefer. (Just for 1,3,4, 6 or 7)

The Photo Gallery JW Marriott



Entrance



Main Building



Golfer Teeing Off

Message from ICSB

Greetings from the ICSB International Office.

Last Spring, ICSB and the International Finance Corporation (IFC) SME Department forged a knowledge sharing partnership in the continued effort to advance entrepreneurship worldwide. The IFC is a member of the World Bank Group and has a mission to promote sustainable private sector investment in developing countries as a way to reduce poverty and improve people's lives. See <http://www.ifc.org/about> for more information.

In accordance with the ICSB mission to share global knowledge through global networks, the IO is please to announce that the IFC 's SME Department is launching its first quarterly e-newsletter, *Outcomes*, showcasing IFCs work to promote small business development in developing countries. The first issue includes a profile of ICSB and an overview of its work to improve access to finance for small businesses in <?xml:namespace prefix = st1 ns = "urn:schemas-microsoft-com:office:smarts" />Bangladesh.

Readers who subscribe to *Outcomes* will get a link to the latest edition of the newsletter via e-mail. Readers can also find the current issue on the SME Department Web site, www.ifc.org/sme, which gets over 6,000 visitors monthly.



BIG News

Dr. GERALYN FRANKLIN, USASBE Program Chair, received the Distinguished Administrator Award at the Association for Small Business & Entrepreneurship for her gallant support of small business & entrepreneurship education and research.

Dr. Sherry Sullivan, VP International Entrepreneurship Division, received the one Outstanding Reviewer Award from the conference.

Reports



Arts Division



Hello to all members of the Entrepreneurship in the Arts Division

To spur discussion and greater involvement amongst the members of the division, The Entrepreneurship in the Arts division has topics for discussion placed in the "Forum" section of the USASBE website. To access these topics and to participate in the discussion, join the Forum. Directions: from

the USASBE website click on the “about” category, then click on “Forum”, login to the “Forum” page, scroll down to the Entrepreneurship in the Arts section and join the discussion. Should you have additional topics you would like to place before the membership (of USASBE), send me an email with the “E in the A topic for discussion” in the subject line. I will try to have the topics placed on the forum page.

As one of the newer divisions within USASBE it is particularly meaningful to be part of an emerging field of interest, an interest shared by those in our division and many individuals not yet part of the larger USASBE family. It is important to see our division grow and prosper. With increased members we can more clearly and consistently increase the overall awareness of entrepreneurship in the arts, the value of entrepreneurship education for those in the arts and a greater appreciation of the impact of artist entrepreneurs.

I would ask that you to speak to others who share your passion for entrepreneurship in the arts and encourage them to become members of the Entrepreneurship in the Arts division of USASBE.

In the near future, I will be sending out a brief survey to the members of Entrepreneurship in the Arts division. Having a better understanding of our members, their goals, and needs, as well as how the Entrepreneurship in the Arts division of USASBE can help its members, will greatly assist the division as it evolves. Such information can help the division and the division officers to make division membership more valuable and can only assist addressing some of the priorities of the division (listed below – from our web page). When the survey comes, please respond to it and send it back to me as soon as you can as I hope to be able to report on the results at the division meeting at the January USASBE conference.

Priorities: (not in any particular order)

- To impart business and entrepreneurial skills and attitudes to students in a forum appropriate to them.
- To impart the entrepreneurial mindset to students and practitioners.
- Help bridge the philosophical gaps that exist between and among different academic fields as they relate to arts entrepreneurship.
- To increase awareness of the value of entrepreneurship education to arts students.
- Fundraising and program support.
- To explore the relationship between the arts as a business and the business of arts.
- Creating wider awareness and support within USASBE and other organizations.
- Help institutionalize arts entrepreneurship.

As entrepreneurship in the arts grows as a field of interest, and as more requests for courses addressing the subject are made by students, practicing artists, and other parties more courses are being established. In this regard, I would like to ask you to help other members of our division and help others who ask for advice. **I would like to establish a syllabus exchange for our division.** It would be possible to collect the syllabi and place them online on the USASBE website for others to download and use to assist them when they are developing their courses (as well as providing a showcase for the efforts of various individuals and programs across the nation.) If you are willing to share your entrepreneurship in the arts syllabus with others, please send a copy (by email, please) of your syllabus (if you would like, you could also include a brief note about yourself and your organization to be attached to the syllabus to give the reader a deeper understanding of your efforts.)

Also, as our membership represents states and regions from across the country, there may be a number of variations: in the levels of activity in entrepreneurship in the arts; in the involvement of entrepreneurship in the artists in development programs; in organizations that support entrepreneurship in the arts (as well as the varying degrees of the support that exists); another initiative I am proposing is that we, as a division begin to gather some of this information so that it may be dispersed and shared amongst our members. Perhaps the entrepreneurship in the arts division may be of service to its members by gathering this information and making it available on our website. In order to accomplish this goal, I would again ask for the input of our members. **Consider identifying key support agencies/organizations for entrepreneurship in the arts in your state/region and then send that information to me** (by email please). I will do my best to compile this information and try to place it on the website for all members to benefit from this.

Lastly, **if you are aware of publications or work that is concerned with entrepreneurship in the arts, whether in terms of educational practices, books, or materials that you have found useful in teaching entrepreneurship in the arts, or development initiatives that incorporate the entrepreneurial artist, please also send it to me** (again, by email please). **I will also endeavor to have this information put on the website for all members to benefit from.**

My email is jodel@ric.edu. Thank you for your interest, and for your assistance in helping our division grow.

John O'del
Entrepreneurship in the Arts Division VP

Technology Division



In only its third year in existence, the Technology Entrepreneurship Division is one of the fastest growing with approximately 200 members. This year the division has adopted a new Mission Statement (see <http://www.usasbe.org/USASBE/Default.aspx?tabid=834>), developed its first comprehensive program track for our upcoming Tucson meeting (see below), and elected a complete slate of five committed individuals for four officer positions. The reason that we have one more individual than positions is that we had a tie in our election for Program Chair Elect. Our 2005 co-Program Chairs Elect, Carmo D'Cruz and Anne York, are facing off against each other for Program Chair for 2006. In addition, we have four candidates competing for Program Chair Elect for 2006. Come to our division meeting on Friday afternoon at 5:00 PM or 5:30 PM at the conference in Tucson and be the first to hear the results of these races.

The division's program track for Tucson begins with an all-day Pre-Conference Workshop on Thursday, January 12. The topic is "Invention 2 Venture." The workshop is sponsored by the National Collegiate Inventors & Innovators Alliance (Phil Weilerstein, Executive Director), Rowan University Center for Innovation & Entrepreneurship (Mark Weaver, Director), and USASBE's Technology Entrepreneurship and Entrepreneurship Education

Divisions. The workshop will focus on the rate of technology commercialization and the funds flow to innovators, education units, and faculty supervised teams.

Of the 15 papers and workshops submitted this year to our reviewers, only the top 7 will be presented in Tucson. Thanks to Kevin Willoughby, our division's Program Chair, the emphasis is clearly on quality! Six papers will be presented, three in each of two sessions. Kelvin Willoughby will serve as facilitator for one of these sessions and I will facilitate the other. Anne York will facilitate a workshop titled "New Organizational Forms for Involving Business Students in the University Technology Transfer and Commercialization Process." Models will be presented by representatives from both sides of the process at three leading research universities: University of Texas-Austin, University of Nebraska-Omaha, and Carnegie Mellon University.

I look forward to seeing you in Tucson!

John W. Rollins, VP Technology Entrepreneurship Division
Center for Entrepreneurial Excellence, George Washington University